

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	782	7.64%	9.9%	77
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	1,551	15.15%	11.4%	133
Cozy Country Living (L6)	787	7.68%	12.0%	64
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	1,421	13.88%	10.9%	127
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	1,372	13.40%	6.2%	216
Hometown (L12)	1,301	12.70%	6.1%	207
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	3,028	29.57%	1.6%	1,836

Key Facts

1.8

Home Value to

Income Ratio

\$90,695

Median Home Value

31.7

Median Age



Median HH Income

10,241

Households

\$50,026

10%

No HS Diploma

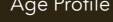
Education

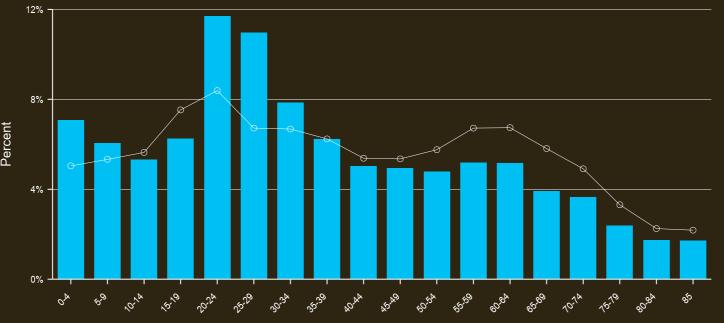
28% HS Graduate



35% Some College

Age Profile





Dots show comparison to Greene County

Households By Income

The largest group: \$50,000 - \$74,999 (20.9%)

The smallest group: \$200,000+ (2.1%)

Indicator	Value	Difference	
<\$15,000	8.9%	+1.7%	
\$15,000 - \$24,999	10.6%	+2.5%	
\$25,000 - \$34,999	11.5%	+2.1%	
\$35,000 - \$49,999	19.0%	+5.7%	
\$50,000 - \$74,999	20.9%	+4.4%	
\$75,000 - \$99,999	13.1%	-0.5%	
\$100,000 - \$149,999	10.0%	-5.5%	
\$150,000 - \$199,999	4.0%	-4.6%	
\$200,000+	2.1%	-5.7%	

Parish Boundaries: St. Helen (Dayton)

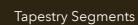
Riverside





27%

Degree or Higher



8G	Hometown Heritage	13.9% of Households
14:	College Towns 1,415 households	13.8% of Households
14	Military Proximity 1,387 households	13.5% of Households

Beverly Gardens





